

**NOTES
OF THE MONDAY, NOVEMBER 16, 2009 MEETING**

**BALBOA PARK TASK FORCE (BPTF) ON THE
FUTURE OF BALBOA PARK: FUND RAISING, MANAGEMENT & GOVERNANCE**

Meeting held at:

Balboa Park Club, Santa Fe Room
2150 Pan American Road
San Diego, CA 92101

Mailing address is:

Balboa Park Administration
2125 Park Boulevard MS39
San Diego, CA 92101-4792

ATTENDANCE

Members Present

Vicki Granowitz, Chair of BPTF	Aurelia Flores Dale Hess
Robert (Bob) Ames, Vice Chair	Chuck Hellerich Dea Hurston
Ron Buckley	John Lomac arrived 6:09
Laurie Burgett	Paul Meyer
Carol Chang	Gonzalo Rojas
Bruce Coons	Dalouge Smith
Berit Durler	Judy Swink
Ray Ellis	

Members Absent

none

Staff Present

Beth Swersie (note-taker)

CALL TO ORDER

- Chairperson Granowitz called the meeting to order at 6:06 p.m.
- Member introductions

PUBLIC COMMENTS

Virginia Silverman expressed disappointment that representation doesn't appear to include other users such as the recreation community, special events users and philanthropic organizations. She fears that focusing on arts and culture stakeholders will overshadow interests of other users. [See Chairperson's Report, second bullet, which addresses this concern.]

Steve Hill, representing CM Todd Gloria, announced several meetings:

- Saturday, November 21, 9 am to Noon, City Council Budget and Finance Committee, Public Budget Forum. Hoover High School, 4474 El Cajon Boulevard.
- Tuesday, November 17, 7 pm, Councilmember Gloria, presentation on the budget, LGBT Community Center, 3909 Centre Street.
- Wednesday, November 18, 6:30 pm, Councilmember Gloria and Councilmember Faulconer, town hall meeting on the planned Mission Hills Hillcrest branch library, Top of the Park Penthouse (Park Manor Suites), 525 Spruce St 7th Floor.
- Saturday, December 12, 10 am to noon, Councilmember Gloria, community coffee to discuss Balboa Park issues and other City related matters, Hall of Champions.

ACCEPTANCE OF NOTES OF OCTOBER BPTF MEETING

No corrections. Judy moved for acceptance, Ron seconded, unanimously accepted.

INFORMATION ITEM

Stacey LoMedico, City of San Diego Park and Recreation Department Director: Comments on Balboa Park Committee's Recommendations for a new Non Profit for Funding Raising, Management & Governance: Q & A

Stacey gave background regarding the funding of the Park & Recreation Department (P&R):

- Funding is primarily from the General Fund via the budget process, which funds Police, Fire & Safety, P&R and General Services.
- Enterprise funds provide funding for specific areas of recreation use, e.g. golf courses.
- User fees fund special events and certain activities, e.g. swimming.
- With the current \$179 million deficit at the city, all departments have been asked to reduce their budgets by 7%.
- Annual budgets cover day-to-day operations, but not capital improvements or maintenance.
- The General Fund is less than it was years ago, but fees have not increased in five years.
- Positions have been reduced; matching funds have been eliminated, special events support (e.g. stage) and administrative services clerical support have been reduced.
- There is no longer a Marketing/PR person, special events person, fundraiser.
- Hours at recreation centers have been reduced from 65 to 40 per week.

Vicki asked for Stacey's perspective on creating another 501(c)3:

- S: this is not the first such study – it is time to get public input and decide on something once and for all. Make it better, create a fundamental structure and do it well. Make recommendations for P&R to review before it goes to the decision makers. Have a strategic plan and a “one-vision focus”. That's what donors want to see.

Vicki noted that P&R staff wasn't supportive at the beginning.

- S: they were misinformed and thought that park services were to be privatized.

Gonzalo asked what Stacey sees as the relationship between P&R and the new entity.

- S: a direct partnership that will work together on a single strategic plan.

There was brief discussion about CIP funding, deferred maintenance, unfunded needs.

Vicki said that this task force is to make recommendations about what the new entity is to be involved in.

Chuck asked Stacey how she viewed the role of P&R and the Director of P&R.

- S: the director needs to be intimately involved the whole way.

Paul described an organic process to get to a partnership between the city and the new entity: the new entity needs to prove itself so that the public trusts it, needs to respect all park users, should select modest projects to prove its stewardship. He asked what Stacey would put first.

- S: would like to see options presented by the task force, would like it to be sensitive to the work of city employees, among other needs is staff to coordinate volunteers – there is only one volunteer coordinator now, but many people would like to volunteer.

Aurelia asked what internal procedures the TF might overlook, and what departments are important.

- S: reiterated the importance of the TF to make recommendations for P&R to review. P&R is a direct service provider and works very closely with Purchasing and other city departments.

Dea referred to Stacey's comment that jobs and programs that had generated funds were lost in the last 10 years. She asked what types of gifts were received and how they were used.

- S: Programs: "adopt-a-park", matching funds, volunteer involvement and resultant corporate support; Items: dog-poop bag dispensers, benches, park equipment.

Dalouge noted the complexity of research needed for community groups to get information for projects – the number of people and places that need to be consulted. He suggests that the TF build into the new entity an ability to work beyond P&R into the City.

- S: Points of contact are needed, for volunteers, contributors, who know the city and P&R, preferably one person in the entity.

Dalouge asked what capacity P&R has to work with the entity.

- S: P&R doesn't have that capacity due to all the cuts to our budget. We have about 300 employees and all of them are already multi-tasking. They have lost 181 positions in the last four years.
- Dalouge suggested that the entity would need to fund-raise for a P&R liaison.

John asked about the golf course leases and fees.

- S: The city owns three golf courses (Torrey Pines, Balboa Park and Mission Bay) and has leases at others. The golf courses fund their own capital improvements, maintenance and services from the golf enterprise funds (user fees). No general fund monies go to the golf courses.

John asked how the Real Estate Assets department folds into other structures.

- S: P&R is a client of REA – REA is a service-provider to P&R. For example, Marston House: when the group that had been managing it turned it back to the city, P&R made a short term agreement with REA for its services. P&R does not pay REA for these services.

John asked about revenue sources in the Park.

- S: there are the leases with non-profits, but they are based on the value of the facility to the general public, not necessarily on fair market value. Also, the money doesn't stay in Balboa Park, it goes to the city's General Fund.

Judy noted the need for individuals dedicated to certain tasks. She expressed concern over the loss of institutional memory.

CHAIRPERSON'S REPORT – Vicki Granowitz

- Handouts
 - Forest Park Forever Strategic Plan 2009-2013
 - Governing Urban Park Conservancies
- Vicki noted the variety of backgrounds and expertise of the TF members, that there are members from the park institutions and from the general public including Recreation Councils. She suggested that a part of the work of the TF would be to develop a

common language and the ability to understand each other's perspectives in order to work together. She has taken care to have representatives from both institutions and general public on each Subcommittee (see below for composition of subcommittees).

- Vicki reminded the TF of its goals: to forward the recommendations of the BPC in sufficient detail for a level of comfort with the public and the city council, but without giving too many specific directions. The Council will take the TF recommendations and appoint a "Transitional Organizing" Committee, much like with the "Tourism Marketing District" process. Council appointed the members and gave them a year to create a new corporation specific to that industry. This committee would be responsible for the legal process to create the new 501C3 for the Park. Ray asked if the TF could be more aggressive in leading the process. Vicki said yes, but it needs to make sure that recommendations are not project-based.

WORKSHOP ITEMS

- Vicki announced subcommittee chairs, vice chairs and members for the Board Development/Structure Subcommittee and the Relationships Subcommittee:
 - Board Development/Structure Subcommittee (BDSS)
 - Chair: Chuck Hellerich
 - Vice-chair: Judy Swink
 - Members: Ray Ellis, Ron Buckley, Carol Chang, Gonzalo Rojas
 - Relationships Subcommittee (RS)
 - Chair: Laurie Burgett
 - Vice-chair: Paul Meyer
 - Members: John Lomac, Dale Hess, Berit Durler
- The BPC did a preliminary review of Council Policies, Municipal Codes and the City Charter and those who are interested will do a further review of these city documents.
- John asked about the types of relationships to be considered. Vicki suggested they start with the smallest increment.
- Bob suggested looking at "deal points" between a 501(c)(3) and the city (e.g. examples in other cities). Vicki again suggested starting small.
- Paul asked about the TF's responsibility in thinking about the financing of the new entity and of the park in the long term. He mentioned that these entities in other parks had begun as effective fund-raising mechanisms. He asked if the RS should look at relationships with other fund-raising groups and the philanthropic community. Vicki said that this is something the RS should determine.
- Chuck suggested the subcommittees establish a timetable so that they know how much they are going to do.
- Ray said that they would meet at the subcommittee level and come back to the TF to discuss their thoughts.
- Ron asked how soon the subcommittees should come back to discuss their ideas. Vicki said the sooner the better.
- Judy said that issues would formulate themselves in discussions.
- Carol commented that the mix of institution representatives and general public representatives would bring different points of view, some overlapping, and that they will find convergence through discussion.
- Vicki offered assistance to the subcommittees in finding meeting locations and posting the meeting times.
- Ron asked to see lists of park users and interested entities. Vicki said that information is on the CD, in the Jones & Jones Land Use/Park and Circulation Study. The report discusses what can be done in the park with and without a plan amendment.

- Chuck asked if we could have discussions with someone knowledgeable of other cities' park plans. Vicki introduced David Kenney, ED of Balboa Park Central (formerly House of Hospitality). This organization brought out Doug Brodsky from Central Park Conservancy 2 years ago, and last year Forest Park Forever spoke to the Balboa Park Committee on the topic. David offered his assistance. In general, since this has been done and many of the BPTF members heard one or both presentations and have been given the documents from other parks, it is unlikely that other visitors will be brought out at this time.
- Vicki will be working on FAQs for the website, reports to the public, and educating council members.
- Dalouge asked about a timeline, and suggested the subcommittees have their preliminary reports by the January TF meeting. Vicki suggested that the December meeting be for the subcommittees to meet.

ADJOURNMENT

- Chairperson Granowitz adjourned the meeting to order at 7:58 p.m.

Next Balboa Park Task Force Meeting:

6:00 P.M. on Monday, December 21, 2009

Balboa Park Club Santa Fe Room

San Diego, CA 92101

For more information please contact:

Vicki Granowitz, Chair of the Balboa Park Task Force at (619) 584-1203